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LEGAL REGULATION OF DATA COLLECTION OF ATHLETES IN INTERNATIONAL SPORTS EVENTS FROM THE PERSPECTIVE OF EDUCATIONAL PSYCHOLOGY

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Background: Educational psychology is a science that combines pedagogy and psychology, and is also a bridge connecting the two. The main research objects of educational psychology are students and teachers and the learning process, while the research questions are the psychological phenomena and problems of students and teachers in the learning process, as well as the correlation and laws between objects and problems. The study of educational psychology on students' learning motivation, emotional factors, cognitive structure and other psychological activities is of great significance to the improvement and development of teaching activities. So far, educational psychology has done a lot of research in the field of teaching activities. Some studies have shown that curriculum design based on educational psychology can effectively improve students' autonomous learning ability and efficiency, and also have a positive effect on students' psychological state. In fact, the teaching process and the identities of students and teachers exist not only in schools, but also in all walks of life in society. Therefore, the theory of educational psychology can be applied to other industries and fields. For example, in the sports world, the daily activities of athletes and students have obvious similarities. At the same time, both of them are generally relatively young and receive training in a relatively closed environment. Therefore, educational psychology should also be practical in the sports world.

In the current sports world, with the development of technology, new technologies such as big data are gradually applied to all aspects of the sports world. According to research, data technology has many applications today in athlete training, injury care, value development, fan service, drug violations, and on-the-spot refereeing. These data applications are based on the data collection of athletes. Athletes will continue to be collected from various channels, including their physiological data and other private data. These data need to be effectively protected because if it is improperly used by malicious parties, it will cause great harm to athletes and their personal rights, and will also have a great negative impact on society and the industry. In view of this, it is necessary to ensure the data security of athletes through appropriate legal regulations, and whether the legal regulations related to data collection have a positive impact on the mental state and professional performance of athletes is a worthwhile research direction.

Objective: To study whether the legal regulation of athlete's data collection has an impact on the athlete's psychological state and professional performance, and to explore whether the improvement and popularization of legal regulation can improve the athlete's psychological state and professional performance from the perspective of educational psychology theory.

Subjects and methods: 88 trained athletes were recruited from a sports team as research subjects and divided into two groups of equal numbers. One of the groups will conduct a detailed explanation of the laws and data protection technologies related to the collection of athletes' data, and at the same time popularize the possible negative effects of data collection and conduct data collection. This group is used as the experimental group in the study. The other group conducted data collection and popularized the possible negative effects of data collection, but did not explain the legal regulation of data collection and related protection techniques. This group served as the control group. The occupational performance and psychological status of the two groups were observed in the following two months, and a comparative analysis was carried out. The measurement tools used in the study were the SCL-90 scale and the performance data of athletes in their respective fields.

Results: Figure 1 shows the change trend of the occupational performance scores of the two groups of athletes after the start of the experiment. It can be found that there is no significant difference in the occupational performance of the experimental group before the experiment, but after that, the experimental group is steadily higher than the control group, and the difference in performance in the second month showed significant ($P < 0.05$).

Conclusions: Under the trend of the times such as big data and data informatization, athletes, as public figures, their personal information is constantly being collected and used, showing a trend of transparency. Under this trend, how to protect the personal information security of athletes through correct legal regulation is an important issue. While legal regulation can ensure the safety of athletes' information, whether it has an impact on the physical and psychological states of athletes at the psychological level, thereby affecting their sports state, is also a question worthy of study. Starting from the theory of

educational psychology, this study found that data protection laws do have an impact on the status of athletes through the study of two groups of athletes who have cognitive differences in data protection laws.

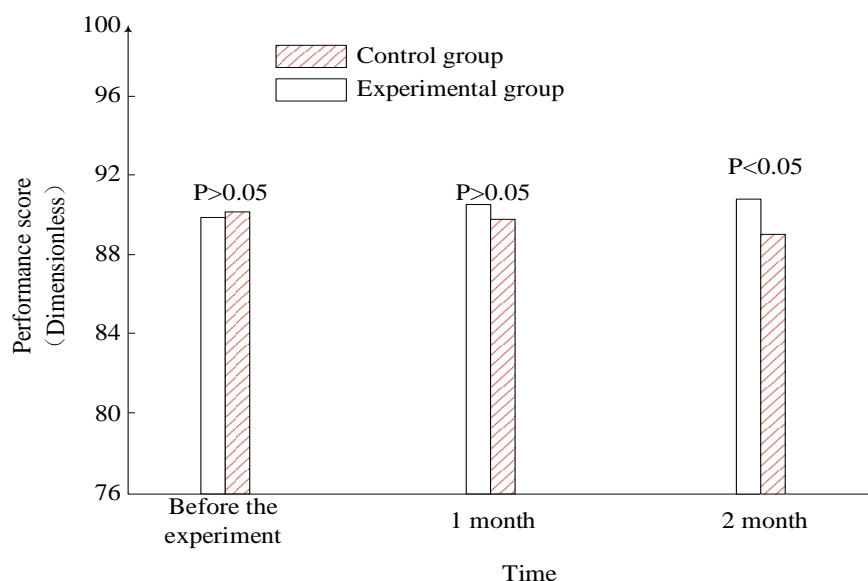


Figure 1. Changes in the professional performance scores of the two groups of athletes

Acknowledgement: The research is supported by: R & D and Application Demonstration of Key Technologies of Integrated Collaborative Network Information System for Administrative – Judicial Authorities Linkage (NO. 2022C03117).

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BUSINESS MODEL INNOVATION AND DEVELOPMENT PATH SELECTION OF INTERNATIONAL CULTURAL TRADE FROM THE PERSPECTIVE OF SOCIAL PSYCHOLOGY

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Background: Social psychology is an independent discipline whose theories are derived from disciplines such as sociology, psychology and cultural anthropology. Social psychology studies people's social behavior. The difference between its theory and other psychological theories is that although the core of social psychology theory is still to explain individual psychology and related behavior, it studies group psychology by focusing on and studying it. and behavior to achieve this core. A group is a collective in which individuals are connected and interact through social relationships. In fact, society is the largest group, so essentially everyone lives in a group. Based on the theory of social psychology, the group is the main factor that determines human behavior, so the individual's psychological state and well-being are largely determined by the group psychology. Social psychology in social psychology refers to the common thoughts and psychology that are formed under a certain social structure and affect the vast majority of people in the community. In this theory, individual psychology is formed and developed due to the influence of group psychology. Psychology is formed through the collection of individual psychology, and the two have a dialectically unified relationship. Nowadays, social psychology has been studied and applied in various macroscopic psychological problems.

International cultural trade generally refers to the import and export trade of international cultural services and products, which is included in international service trade. The main product types of cultural trade include various entertainment, cultural and sports services and their related hardware and software products, the most common such as video games, movies, books, etc. With the continuous development of communication and transportation technology, the economies of various countries are constantly expanding outward and communicating with each other. In this context, the cultural trade competition between major countries is becoming more and more fierce. Therefore, the international cultural trade business that meets